



**JOURNEY INTO AMERICA**—An airview of Freedomland's historic aspects, to be opened next Sunday: (1) Little Old New York; (2) New England, 1909; (3) Paddle-wheel voyage; (4) Chicago's Fire; (5) Cavalry Stockade; (6) Haunt of the Trappers; (7) San Francisco Chinatown; (8) Silver Lode; (9) The Blue and the Gray; (10) Mardi Gras, New Orleans; (11) Future space ship; (12) Iron Horse.



**BURRO TRAIN**—Prospectors at their toil in the high Rockies.



**WATER-BORNE**—An Indian war canoe and an ornate stern-wheeler.



Guy Gillette

**CIVIL WAR**—A "Correspondents' Wagon" encounters an army bivouac.

## FREEDOMLAND IN THE BRONX

Biggest Disneyland-Type Playground of Them All About To Start Entertaining 35,000 Visitors at One Time

By MORRIS GILBERT  
In a spacious triangle of the East Bronx, between the Hutchinson River Parkway and the New England Thruway, on 205 acres of what used to be swamp, mudbank, wasteland and the Hutchinson River, they are putting the finishing touches to the United States of America.

This is Freedomland, U. S. A., the world's largest, newest and shiniest entertainment park, and it is swarming with laborers and executive dynamism all concentrating overtime for the grand opening next Sunday.

Freedomland's debut comes as a prime novelty of this year's New York Summer Festival. It also adds a prodigious summer playpen for New Yorkers and New York's visitors, young and old, perhaps as many as 5,000, 000 patrons in a season, according to its creators. Its permanent structures have been built to last fifty years.

The entertainment area is contrived in the shape of a contour map of the United States—perhaps not quite acceptable to the Geodetic Survey because so many dull places have been left out. But what remains is a panorama of this nation, not only in space but in history, including a clutch of great cities, the Great Lakes, the Rockies (about fifty feet high) and many another spectacular feature. All these are enriched with dramatic scenes and reenactments of gripping moments in American history and legend.

### Park's Capacity

The establishment can handle as many as 90,000 visitors on a peak day, the operators estimate. It can feed 32,000 patrons an hour at its restaurants and snack bars. Its thirty-seven novel—and often historically nostalgic—rides can carry 35,000 people in the same length of time.

The park's capacity is figured on the assumption that, on any day, visitors are likely to arrive in three waves between 10 A. M. and the midnight closing, remaining an average of a little more than four hours.

Eighty-five acres of the project are occupied by the shape of America, from the lobster-bound coasts of Maine to the papaya stands of California. Its

planners have set aside the remainder of the 205 acres as a parking lot to accommodate 8,500 patrons' cars at a time, 11:30 P. M.

On the Seventh Avenue IRT subway, the station for Freedomland is Gun Hill Road. On the Lexington Avenue IRT line, the station is Pelham Bay Park.

Shuttle buses will run between these stations and Freedomland. Passenger trams will seat 150 people on sideways-facing seats at a time, and bring them comfortably across the vast reaches of the parking lot to the public entrance. This entrance leads directly and appropriately to the principal gateway of this nation in miniature, Little Old New York, where everything starts.

### Costs of Admission

General admission to Freedomland, including tax, is, for adults, \$1; for juniors, 12 to 17 years, 75 cents; for children through 11 years, 50 cents. Rides cost from 10 cents to 50 cents.

Coupon books for nine rides plus admission cost: For adults, \$3.50, juniors, \$3.20; children, \$2.50. There are group rates for parties of twenty-five persons or more, for nine rides plus general admission at, respectively, \$3.15, \$2.90 and \$2.25. Despite the higher number of rides, authorities estimate that nine of them are about all a visitor can take in a day.

Arrangements have been set up with more than twenty bus services from all parts of the metropolitan area to carry visitors to and from the exhibition.

Freedomland is at the intersection of the Hutchinson River Parkway and the New England Thruway. The former connects with the Cross-County Parkway leading to the Bronx River and Saw Mill River Parkways, and the New York State Thruway serving the upstate area. The New England Thruway serves eastern Westchester and Connecticut. From Long Island and Brooklyn, the Whitestone Bridge leads directly to the Hutchinson River Parkway.

### From New Jersey

Jersey points are linked by the George Washington Bridge by way of Fordham Road and the Bronx-Pelham Parkway which connects with the Hutchinson River Parkway.

Gray Line buses direct to Freedomland will leave the Capital Greyhound Bus Terminal, West Fiftieth Street between

Broadway and Eighth Avenue at 10 A. M., returning at 4 P. M.; and at 5:30 P. M., returning at 11:30 P. M.

On the Seventh Avenue IRT subway, the station for Freedomland is Gun Hill Road. On the Lexington Avenue IRT line, the station is Pelham Bay Park.

Shuttle buses will run between these stations and Freedomland. Passenger trams will seat 150 people on sideways-facing seats at a time, and bring them comfortably across the vast reaches of the parking lot to the public entrance. This entrance leads directly and appropriately to the principal gateway of this nation in miniature, Little Old New York, where everything starts.

When Disneyland opened in 1955, it had twenty-two attractions. Now they number forty-five. Freedomland is starting with "forty-one diversified full-fledged shows or themes running at the same time." More are to be added, according to present plans. Freedomland has not yet entirely filled in its Texas and Lower California areas, although San Francisco's Chinatown and Barbary Coast are among the attractions.

Disneyland is contained in sixty-five acres for show, 105 for parking, a total 40 acres less than the Bronx extravaganza. Disneyland, by its fifth anniversary on July 17, expects

Continued on Page 3



Guy Gillette

**LITTLE OLD NEW YORK**—A quaint street scene of early times in growing Manhattan.



# FREEDOMLAND U. S. A.

Continued From Page 1

to have entertained 22,000,000 visitors, something more than 4,000,000 a year. This is somewhat less than Freedomland's expectations.

Perhaps the principal difference between Disneyland and Freedomland is that the latter is united on the single, general theme of great action stories of this country. Disneyland is divided into four broad sections which originated with various facets of the Disney film enterprises: Adventureland, Tomorrowland, Fantasyland and Frontierland.

Admission to Disneyland costs a bit more than to Freedomland in the higher-age brackets; \$1.25 for adults, \$1 for juniors 12 to 17 years old, 50 cents for children under 12. A ten-ride ticket book costs \$3.50, \$3, and \$2.50 for the three age groups. Fifteen-ride tickets cost, respectively, \$4.50, \$4 and \$3.50.

The concept of "thematic entertainment for the masses," as exemplified by such enterprises as Freedomland and Disneyland, is comparatively new, and the creator of Freedomland, C. V. Wood, Jr. is a pioneer in the field. He was the original planner of Disneyland, along with Walt Disney. Mr. Wood had charge of Disneyland's engineering, construction and first year's operation.

To his new activity, with its basic notion of evoking 200 years of American history, Mr. Wood brought with him Disneyland's former general manager, Frederick V. Schumacher, who holds the same title at Freedomland. The president of Freedomland is Milton T. Raynor, a Chicago lawyer who for some years has been prominent in developing major trade associations and also in launching television shows.

## Family Affair

Mr. Wood describes Freedomland as a new kind of showmanship which has the advantage of supplying recreation for the entire family. He views these modern play areas as presenting "a giant slate of assorted wholesome fun, integrated around a theme." The theme in the Bronx being America's history, the new kind of showmanship is able to offer many of the thrills of the old carnival-type rides by overlaying its "new" rides with a veneer of history. Thus, the "Dragon Ride" in the New Orleans enclave is presented as part of that city's Mardi Gras. Many an old-timer will recognize in it the basic philosophy of the old-style tunnels of love, as the dragon snakes its way puffing and blowing with people inside it, through the streets of New Orleans.

Visitors to the Civil War bat-

tlefield drive through shot and shell in a typical "Correspondents' Wagon" of the period which, equipped with a huge white flag, could make its way safely through both Union and Confederate lines. Little Old New York has a fine system of horsecars.

Another feature is the Antique Car tour of New England in vintage cars dating back as far as 1901, driven by the patrons. In this nation of motorists, youth does not seem to count for much of a hindrance to driving. The only question appears to be size—so that a would-be driver can at least reach the pedals of the vehicle he uses. This is settled by a signpost which reads: "You Must Be As Tall As The Bottom Of This Sign To Drive Your Own Car." The bottom of the sign is about four feet from the ground.

## Iron Horse

As a culminating drive, there is the "Continental Tour" on the Santa Fe behind a glistening, bright-painted Iron Horse, in gaudy period coaches.

Of the 2,000 full-time employees at Freedomland, many will be costumed actors in the scores of pageants. They will include buckskin-clad riders of the Pony Express, red-shirted firemen who will strive every twenty minutes (with the help of any volunteer patrons who want to pump the old-fashioned fire-engines) to put out the Chicago Fire of 1871; camps of authentic Red Indians from seven tribes, some of whom with gun and tomahawk will be raiding the Santa Fé express as it crosses the Great Plains.

There will be officers and crews of two strikingly handsome stern paddle-wheelers of the Mark Twain era as they steam, with 400 passengers apiece, through the "Great Lakes." There will be a bank hold-up in Little Old New York, a quaintly charming city of the period 1750-1850, complete with a replica of the first Macy's "Dry-Goods Store."

There will be soldiers in the uniforms of the Blue and Gray as a Civil War battle is reenacted; Northwest trappers in their "bull boats," in which patrons can also ride.

The world of today, and tomorrow, will not be ignored. There is a rocket ship to ride in Satellite City, "our nation's city of the future."

**Landscaping** Freedomland has been a million-dollar operation. It has involved the growing of magnolias and oleanders for New Orleans. Even a cornfield has been planted whose ears, it is hoped, will be ripe on the stalks for next Sunday. The corn was started in hot houses.